

Job Code: _____

Job Description: Data Analysis and Online Support Officer

About the Breastfeeding Network

Founded in Scotland in 1997, the Breastfeeding Network (BfN) aims to be an independent source of support and information for all breastfeeding women, parents and others in the UK.

Our vision is a society where all mothers, parents and families are able to make informed decisions about breastfeeding, to access help when and how they need it and to become confident in their choices. Crucially, this also means all help and support offered to parents by BfN volunteers and employees is offered free from commercial interests and free of charge.

BfN work in partnership with the Association of Breastfeeding Mothers (ABM) to provide The National Breastfeeding Helpline. This is a helpline offering peer support to families 24 hours per day via phone, social media and webchat.

Background of post

The Data & Online Support Officer will process and analyse the data that we collect across BfN's national programmes: the National Breastfeeding Helpline and the Drugs in Breastmilk Information Service.

This role will also support our social media volunteers who offer peer support via Facebook and Instagram to understand and make best use of the systems in place as well as developing and improving online systems.

Main duties and work tasks

Data Analysis

- To be responsible for collating and processing data across the NBH services. This currently is done using Microsoft Form and Excel and our telephony providers platform
- To produce reports from the data which are used to report on KPIs and SLAs for our funders and inform the development of the helpline.
- Support the team to use and understand data and work with others to use it to enable informed decision making and improve practice on the helpline

- To develop our data systems to ensure these are up to date, streamline and function well. To research into amendments and new systems as required.
- To develop and maintain our evaluation systems to measure the impact of the NBH across different services.
- To oversee governance and quality of helpline data
- Alongside the Programme Quality Manager, to work towards achieving the standards set out in the UK Statistics Authority's Voluntary Code Of Practice for Statistics.

Supporting social media volunteers

- Working with the NBH Manager, support the correct use of online systems for our social media and webchat volunteers.
- To help scope opportunities for developing our online support offering (including social media, web chat and video conferencing) to increase awareness of the organisation and of the support available with parents, health professionals, wider communities and potential funders
- To research and evaluate options for platforms for managing social media support
- To problem solve and support volunteers when there are changes in the online systems we use to manage our social media messaging.
- Inform the review and development of BfN's online support policy and social media policy with adherence to the charity's boundaries and code of conduct.
- To work with the Training Manager to review and adapt online support training for social media volunteers
- To offer small group trainings on the online systems in place
- To maintain written guides to online procedures.
- Maintain data confidentiality at all times
- Understand and comply with legal requirements and BfN Policies including Health and Safety, Information Governance, GDPR and Safeguarding.

Continuous improvement and professional development:

- Take responsibility for maintaining up-to-date knowledge of data analysis and online systems including risks around these.
- Contribute to BfN's continuous improvement as an organisation through effective co-ordination and problem solving with colleagues
- Actively engage in performance management activities, induction, 1-2-1s, appraisals, team meetings etc., with your line manager and the wider team

To speak to a Breastfeeding Supporter call the National Breastfeeding Helpline on 0300 100 0210

Person Specification:

What we are looking for

The following criteria will be used to help us assess candidates for this role.

Essential

- Show evidence of continued professional development since qualification or during work
- Knowledge of reporting and data procedures
- Experience of Microsoft suite and particularly excellent use of Excel.
- Strong analytical skills with an ability to interpret datasets and provide actionable insights
- A commitment to work within BfN's Code of Conduct
- A commitment to work within BfN's Equality and Diversity Policy
- An understanding of GDPR and the Information Governance policy
- The ability to work within the requirements of the IT policy and User Access policy
- Ability to speak and write fluently in English
- Ability to organise and manage work independently
- Ability to respond to changing demands; to be organised and reorganise priorities as required
- Ability to work effectively as part of a team and accross departments liaising with colleagues accross an organisation.
- Excellent interpersonal and communication skills
- Ability to work with people from different cultures sensitively
- Ability to keep information confidential
- Ability to maintain records and write reports

Desirable

- Qualification in IT or data analysis
- Experience of data analysis in a similar role